



## The Global Alliance of Publication Professionals

**GAPP response to:** [http://articles.philly.com/2016-01-05/news/69514823\\_1\\_diabetes-drug-victoza-novo-nordisk-greenway](http://articles.philly.com/2016-01-05/news/69514823_1_diabetes-drug-victoza-novo-nordisk-greenway)

**Response date:** 6 January 2016

Thank you for bringing to the public's attention the transparency displayed in Professor Greenway's review, published in the *International Journal of Obesity* <<http://www.nature.com/ijo/journal/v39/n8/full/ijo201559a.html>>. As you state in your coverage, the sponsorship of the article, the opportunity for a medical accuracy review and the provision of medical writing support were declared in the publication, in line with current guidance from the pharmaceutical industry (GPP3: <http://annals.org/article.aspx?articleid=2424869>), medical journal editor guidelines (ICMJE: <http://www.icmje.org/recommendations/>) and the specific journal guidelines (IJO: [http://www.nature.com/ijo/ijo\\_new\\_gta.pdf](http://www.nature.com/ijo/ijo_new_gta.pdf)). Your article highlights that the current guidelines are not perfect, but supports the ongoing endeavours of all stakeholders to further improve publication transparency.

Jackie Marchington, on behalf of The Global Alliance of Publication Professionals ([www.gappteam.org](http://www.gappteam.org))

Jackie Marchington, PhD, CMPP, Director of Operations, Caudex, Oxford, UK; Julia Donnelly, PhD; Julia Donnelly Solutions Ltd, Ashbourne, UK; Art Gertel, MS, President, MedSciCom, LLC, Lebanon, New Jersey, USA, Senior Research Fellow, Centre for Innovation in Regulatory Science (CIRS); Cindy W. Hamilton, PharmD, ELS, Assistant Clinical Professor, Virginia Commonwealth University School of Pharmacy, Richmond, Hamilton House Medical and Scientific Communications, Virginia Beach, Virginia, USA.